

THE ACADEMY FOR EDUCATIONAL DEVELOPMENT
Cooperative Agreement No. 278-A-00-00-00201-00

**THE WATER EFFICIENCY AND PUBLIC
INFORMATION FOR ACTION (WEPIA)**

**QUANTITATIVE RESEARCH TO PRE-TEST TOURISTS
LEAFLET**

REPORT

September, 2001

Introduction

WEPIA is producing a brief leaflet for tourists to Jordan. It is anticipated that these leaflets will be provided to tourists by immigration checkpoints as they check their passports upon entering the country at the airports, road crossings and bridge crossings.

Research is required to test the following:

- a. Do tourists understand that there is a water shortage?
- b. Do tourists feel that they can comply with the various messages?
- c. Will tourists avoid Jordan in future as a result of being alerted to the water shortage?

A sample of 50 Arab and foreign tourists was covered in the survey. Interviews were conducted in three, four and five star hotels in Amman.

Findings

1. About this visit

The majority of those interviewed has visited Jordan before. About half was staying for less than 5 days although the average visit duration was about 7 days.

Details of visit

Base: all respondents

Base	All (50)
	%
On first visit	28
Visited previously	72
Total	100
Staying for:	
Less than 5 days	44
5-10 days	44
11-15 days	4
16-20 days	2
Over 20 days	6
Total	100
Average	6.7

2. Awareness of water shortage

Over half of those interviewed claimed to be aware that Jordan faces severe water shortages, the main sources of awareness being either local media or from outside Jordan. Notices in the hotels had also played a role.

Awareness of shortage and source

Base: all respondents

Base	All (50)
	%
Not aware of problem	38
Aware of problem	62
Of which:	
Base	31
Saw advertising on TV or in newspaper	48
Knew before coming to Jordan	45
Saw notice in hotel	23
Tour company advised	10
Local people told me	6

3. Reactions to the leaflet

The majority of reactions were favourable although a few took a negative view. The majority described it as a good idea which showed that conservation efforts are being made and contained useful information. However, some suggested that it made visitors feel uncomfortable and that they would not heed those requests.

Initial impressions of the leaflet

Base: all respondents

Base	All (50)
	%
A new idea, shows that conservation efforts are being made	70
Contains useful information and makes visitors aware of the need to save water	66
Tells about water saving devices such as aerators	14
Shows Jordan is facing a serious problem	8
Not a good idea, the visitor does not want to suffer because of the problem of the country	8
Visitors will ignore these reports	8
It is a bit long	4

Almost half of respondents found something objectionable or irritating in the leaflet, the main criticisms concerning a restriction on the freedom of the visitors, the idea of not replacing sheets and towels on a daily basis and the request to take showers not baths.

Objectionable aspects of the leaflet

Base: all respondents

Base	All (50)
	%
Nothing objectionable / irritating	54
Something objectionable / irritating	46
Of which:	
Base	(23)
Restricts visitor's freedom	39
Not replacing sheets and towels daily	30
Taking showers, not baths	22
Language is too dictatorial	9
It is the hotels responsibility	9

In spite of criticisms, two thirds of those interviewed said that they were prepared to abide by those requests, largely because they felt that water conservation was a universal problem in which everyone should assist or simply because they wanted to help.

Those who were not prepared to abide by these requests argued that they did not want to feel uncomfortable during their stay and did not like to be instructed on such issues or simply that Jordan's problem did not concern them.

Willingness to abide by those requests and rationale

Base: all respondents

Base	All (50)
	%
Willing to abide	66
Not willing to abide	34
A universal problem/we should all help	28
I would like to contribute	28
Effective use is important	18
I want to be comfortable/ do not like to be told what to do	20
This is not my concern	14
I expect full service hotel	4

4. Suggestions for water conservation

Visitors suggested variety of ideas for water conservation, the most popular being an exchange of experiences with other countries e.g. the use of educational programs and the installation of aerators in all hotels.

Suggestions for water conservation

Base: all respondents

Base	All (50)
	%
Exchange ideas with other countries	30
Educational programs	22
Installation of aerators in all hotels	18
Use of dual flush toilets	12
Removing plugs from baths	6
This leaflet contains enough information	32
Distribute it to Jordanians, not to visitors	14

5. Distribution of the leaflet to visitors

The majority of visitors would not object to being handed this leaflet as they arrive in Jordan although a substantial minority would be offended. The main objection is that it would give a bad impression about the country and worry the visitor.

Distribution of the leaflet to visitors on arrival

Base: all respondents

Base	All (50) %
Would not object	72
Would object	28
Of which:	
Base	(14) %
Gives a bad impression	50
Responsibility of hotels, not visitors	29
An invasion of privacy	21
Jordanians problem, not ours	14